

ABSTRACT OF THE DISCLOSURE

An apparatus transfers the title of content to an ID-assigning unit which assigns an ID to the content and transmits the content ID to a broadcasting unit via a tagging unit. A broadcasting apparatus then broadcasts the content ID and a receiver extracts the content ID from a received signal and transfers the content ID to a verification unit which determines whether or not the content ID received from a reception functional unit matches a stored content ID. If the content ID received from the reception unit matches a stored content ID, user information of the receiver is transmitted to a privacy-guarding unit. The privacy-guarding unit searches privacy-guarding items and, in accordance with a result of the search, only necessary user information presented by the verification unit is transmitted to a provider unit.

Please replace the Title on page 1 with the following new Title:

APPARATUS, SYSTEM AND METHOD
FOR SECURE INFORMATION DISSEMINATION

Please replace the paragraph beginning at page 53, line 4, with the following rewritten paragraph:

An example of the database 43 employed in the ID-assigning functional unit 42 is shown in Fig. 12. As shown in the figure, the database 43 includes content IDs such as 0001, 0002 and 0003, provider IDs such as Re0003 and Re0004, content provider network addresses such as www dot cdshop dot com ~~www.edshop.com~~ and www dot books dot com ~~www.books.com~~ and content titles such as “Best Soundtrack”, “Symphony No. 5” and “Edison’s Biography”. For example, the content ID 0001 is associated with the provider ID Re0003, the content provider network address www dot cdshop dot com ~~www.edshop.com~~ and the content title Best Soundtrack.